

news +++ Intertextile Shanghai Home Textiles  
National Exhibition and Convention Center (Shanghai), 14 – 16 August 2024

**intertextile**  
SHANGHAI home textiles

## 30<sup>th</sup> anniversary of Intertextile Shanghai Home Textiles opens next week with diverse product zones and captivating fringe programme

**Shanghai, 6 August 2024. Doors will open next week for Asia's leading home textiles trade fair, with over 900 exhibitors from 15 countries and regions set to welcome global buyers at the National Exhibition and Convention Center (Shanghai) 14 – 16 August. Leveraging its 30 years of expertise in the home and contract textiles industry, the comprehensive Autumn Edition will yet again serve as an invaluable sourcing platform for industry players to forge impactful business partnerships and exchange market insights – all through a broad array of offerings, varied product zones and dynamic fringe events.**

With the fair spanning 100,000 sqm of exhibition space in Halls 5.1, 5.2, 6.1 and 6.2, visitors are preparing to explore the entire home and contract textile spectrum at the gateway to Asia's home living. To help buyers streamline their sourcing and maximise relevant business opportunities, 14 product zones will be set up, each spotlighting in-demand segments within the industry. These zones and their exhibitors include:

- **Bedding:** Ideaz Lifestyle Limited, Kageyama & Co Ltd, Shaoxing Chuanshi Home Textile Company Limited, Zhangjiagang Coolist Life Technology Co Ltd, Zhejiang Huaxing Feather & Down Products Co Ltd
- **Carpets & rugs:** Beijing Home Value Co Ltd, Beijing U-living Home Decoration Co Ltd
- **Curtains & curtain fabrics:** Dongjae Co Ltd, JWL FABRICS CO LTD, Textile Depo Co Ltd, Xi'an Zhong Yang Window Blinds Article Co Ltd, Zhejiang XIDAMEN New Material Co Ltd
- **Designer studios:** Fine Art Inc, IKT Surfaces and Textures SL, Tela's Design Lda
- **Editors:** Beijing Ya Da Home Decoration Articles Co Ltd, Prestigious Textiles (Shanghai) Limited, Raffinato Shanghai Ltd Corp
- **Leather:** Anhui Anli Material Technology Co Ltd, Dongguan ARA Manufacture Co Ltd, Scope Leather Company, Zhejiang Changfeng New Material Co Ltd
- **Upholstery & sofa fabrics:** Hangzhou Eastern Fabric Co Ltd, Mobus Fabrics Ltd, Suzhou Larbene Textile Co Ltd, Zhe Jiang Maya Fabric Co Ltd

In addition, specialised product zones for accessories, textile design, intelligent equipment, loungewear & bath, sun protection, table and kitchen linen, trade publications, and whole home products will further enrich buyers' sourcing experiences.

## **The global village for home textiles**

In the 30<sup>th</sup> year's edition, buyers will have the opportunity to procure high-quality products from suppliers covering 15 countries and regions across Asia, Europe and North America. Renowned international exhibitors such as Advansa Marketing GmbH (Germany), Elastron Group (Portugal), Mobus (UK) and Morgan (USA) are set to participate.

Additionally, the newly introduced Uzbekistan Pavilion will showcase locally distinctive products, while the returning Türkiye Pavilion and Belgium Zone will also be present. Key exhibitors in these areas include:

- **Türkiye Pavilion:** organised by Uludag Textile Exporters' Association (UTIB), including Aleran Tekstil (Bona Home), Kucukcalik Tekstil and Weavers Tekstil.
- **Belgium Zone:** well-known exhibitors include CTF2000 and Love Home Fabrics.
- **Uzbekistan Pavilion:** organised by Trade Development Company JSC, comprised of suppliers such as Great Kokand and Sam Rafoat Tekstil.

With the fair's strong reputation and impressive exhibitor lineup, buyers from 75 countries and regions have already pre-registered. Furthermore, 11 buyer delegations from 15 countries, including India, Indonesia, Japan, Malaysia, Morocco, Myanmar, Philippines, Poland, Russia, Spain, Thailand, Vietnam and more will augment the premier platform's diversity, and provide invaluable connections for building global business partnerships.

## **Four major fringe themes shaping the future of the industry**

This year, the fair will stage a comprehensive slate of concurrent events, organised around four central themes pivotal to the industry's growth. Key events on the agenda include:

### **Design Inspiration**

The display area illustrating the central aspects of the upcoming Trends 2025 'Healing Home' concept will be located in Hall 6.1 – the main focus of an exclusive tour guided by the trend designer. About Healing, the featured six-designer panel discussion on Day 1 afternoon, will further delve into the healing theme from an international perspective.

Other highlighted seminars, awards ceremonies and display areas include: 30<sup>th</sup> China Home Textiles Design Festival & Designer Recommended Brand Awards; China Intangible Cultural Heritage of Textile Exhibition; Design for Fun, Using Playful Methods to Support Sustainable Development by Mr You Zhou; Psychology at Play in Design by Ms Pallavi Dean, and Weaving Paths to Sustainability: the Impact of Textile in Interior Spaces by Mr Saverio Quaia.

### **Business O2O**

Conducted by Ms Esra Lemmens, the theme's highlighted seminar is titled Unlocking Opportunities: Successful Business Strategies for the Middle Eastern Design Market. Along with the 10<sup>th</sup> Home Textiles and Furniture Industry Ecological Integration Forum, the events under this theme will explore effective business strategies across sectors on Day 1 afternoon.

### **Industry Empowerment**

**Bridging Borders:** A Designer x Producer Talk on Sustainability will bring together designers and manufacturers from the East and West to address sustainability challenges and strike a balance among all stakeholders – this round table discussion is scheduled for Day 2 afternoon.

### **Textiles & Technologies**

Within the Econogy Talks umbrella, the Sustainable Fibre Forum in Home Textiles will provide a platform for green producers such as 3M, Advansa, and Indorama to share their latest eco-friendly innovations with home textile applications. Moreover, attendees interested in integrating sustainability into their Messe Frankfurt trade fair involvement, can gain insights on the Texpertise Econogy programme during an extensive session held on Day 2 morning.

Beyond the stage, the 7<sup>th</sup> China International Fibre Art Exhibition will present artistic creations in its display area in Hall 5.1, with previous iterations well-received by fairgoers.

Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

### **Press information and photographic material:**

<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

### **Social media and website:**

<https://www.facebook.com/intertextilehome>

<https://www.instagram.com/intertextilehome/>

<https://twitter.com/IntertextileH>

<https://www.linkedin.com/in/intertextilehome/>

<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en.html>



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## Newsroom

The banner features a dark background with a world map and a network of colored dots (red, blue, yellow, grey) connected by lines. In the center, the text reads "TEXPERTISE the textile business network" with the website "www.textpertise-network.com" below it. On the left, two white circles contain the text "13 Countries" and "50+ Trade fairs". At the bottom, there are four colored bars representing different textile sectors: "Apparel Fabrics & Fashion" (red), "Interior & Contract Textiles" (green), "Technical Textiles & Textile Processing" (blue), and "Textile Care" (grey).

### Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability) With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)